



Crafting your public narrative

Part 3

Learning Lab

August 15, 2023

CHANGEWELLPROJECT

PARTNERING TO STRENGTHEN COMMUNITY SYSTEMS

Learning Objectives

1. Prepare to respond to public feedback as your storytelling work increases, touching on—equipping your team; increasing personal capacity to manage requests from sensitive relationships with key stakeholders like elected officials, advocates and community members
2. Maintaining self-care and managing day-to-day demands while responding to possible public scrutiny around your program activities.



We recognize and acknowledge the First People of this ancestral and unceded territory – the land that today we call California. With respect to their elders, past and present, we recognize the tribal communities as the original stewards of this land and who continue to lift up their stories and cultures.

*Adopted from Los Angeles County's
Land Acknowledgment*

Community Agreements

- Assume good intent and take accountability for negative impact (“ouch” and “ops”)
- Share airtime (take space, make space)
- Practice active listening (with empathy)
- “I” Statements; speak from your own experience
- Respect confidentiality: take what resonates and apply, but leave who said what in the zoom
- Everyone is an expert in their own experience, but they don’t represent an entire group
- Participate. You may be holding the knowledge that a colleague needs for success.

Crafting your Public Narrative

RECAP SESSIONS 1&2

The Importance of Storytelling

- Address public fears and Concerns
- Proactively keep stakeholders informed
- Advocate for funding/resource
- Surface collaborative opportunities



A Storytelling Framework:

- **Problem:** What is your why? What homelessness services does your organization provide to your constituents?
- **Solution:** What makes your homelessness solution different from other system partners including other public or tribal agencies and nonprofits?
- **Impact:** Why does your solution matter to your program participants, staff, elected officials, community at-large? What are your intended system-level outcomes?
- **Ask:** What action are you hoping to inspire from your community?

Strengthening Stories with Data

- **Who** are you serving (and are there other groups that you would like to target)?
- **What** services are you providing?
- **How** have you made an impact?



Strengthening Stories with Data

- **Step 1** - Set programmatic goals around who you want to serve and what you want to do for them.
- **Step 2** - Identify the data sources to help you measure your progress toward your goal(s) and indicators to let you know you are on or off track.
- **Step 3** – Test your data.
- **Step 4** – Identify 2 to 3 indicators to share with your community on a frequent basis to share progress.



Developing a communication strategy:

- Who are the key stakeholders that need to be informed of your program?
- What message(s) resonates with your key stakeholders to sustain their support?
- How will you keep them informed (e.g. social media, invites to events, newsletter, public dashboard)?
- Who are the members of your communication team that you can work with on crafting and sharing your story?



Why Now?

- Era of accountability
- Opportunity to engage constituents and local stakeholders
- Celebrate success
- Advocate for needs
- Measure progress over time
- Attract new system partners
- Sustain or increase funding





CRAFTING YOUR PUBLIC NARRATIVE
REFLECTION

Crafting your Public Narrative

COMMUNITY PRACTICE

How has the expansion of CDSS funding and/or program eligibility impacted your program over the past year?

- **Who** are you serving?
- **What** services are you providing?
- **How** have you made an impact?



Community Share

- Focus on what you can control.
- Work in teams, if possible.
- Everything is on the record.
- Work with your communications and legal teams.
- Build authentic relationships.
- Celebrate small wins.
- Share success stories.



- **ChangeWell's Social Media Consultant – Jessica (Jess) Glenn Hallstrom**
- **Technical Assistant Consultant Team**
- **Access to this series videos and resources**

Next Learning Lab is September 19th.

The topic will be Budgeting.



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